



HOME!

... FALL ...
OPENING

to the public and welcomed business centers in the entire south. the founder of this great and growing rangers less than eight years ago and saw that we were welcome. This rone extended a glad hand the moment our great future, and we knew we had to grow, ew and added to our plant, expanding in all di- ls or hard work to thwart our efforts. The results mbined aid, our showing would have been for naught. d present patron our most sincere thanks and at the all these years has proven honorable and just will gains are all souvenirs, made special for this occasion.

A Word or Two Regarding the Opening of Our New Shoe Dept.

On or about October 5th we shall open the most spacious and best lighted shoe department in the capital city. None but strictly smart and swell footwear will await our inspection and approval. Months of time have been spent in the leading shoe stories of this country in selecting what is best in Women's, Misses' and Children's wear. The showing will be more than a pleasing one from every point of view. A profusion of styles showing every detail and finish of fine footwear properly priced. In fact, we shall introduce the most perfect models of the cordwainer's art. For further news regarding this event follow up our daily store doings in the morning and evening papers.

Silks!

WHICH HAVE LEARNED THE TRICK OF WEAVING WELL—BETTER THAN EVER—GLEAM IN A SCORE OF NEW SHADES AND A THOUSAND AND TEN RICH CONTRASTINGS. THIS IS THE FIRST SILK STORE IN THE SOUTH, AND NOTHING MORE.

OUR SHOWING INCLUDES A COLLECTION OF ALL THE LATEST AND UP-TO-DATE HIGH-CLASS SILKS, BOTH FROM THE LOOMS AT HOME AND ABROAD. OUR REORGANIZED SILK DEPARTMENT DISPLAYS THE MOST COMPREHENSIVE LINE, BOTH IN STREET AND EVENING EFFECTS. AMONG THE NEW ARE SATIN SENECHAL, PERSIAN EFFECT LOUISINES, PAILLETTE DE SOIR, SATIN SAPHO, LOUISE BROCADES, PEAU DE GUYNE, FACONNE, CREPE DE CHINE, EMBROIDERED TAFFETAS, JASPER FLORES, TAFFETA BRILLIANTES, PANNÉ AND MIRRORÉD VELVETS, PRINTED VELVETS, CORDUOYS, ETC. A FEW OF OUR OPENING SOUVENIRS:

- 25 PIECES OF EXTRA GOOD QUALITY ALL-SILK SATIN DUCHESSE, IN ALL THE POPULAR SHADES, WE ASSESS, WITHOUT FEAR OF CONTRADICTION, THAT THIS OFFERING IS PARALLELED, BECAUSE THE GOODS ARE WORTH \$1 PER YARD, AND SOLD DURING THESE OPENING DAYS AT... **49c.**
- 50 PIECES OF FINE ALL-SILK CREPE DE CHINE, IN EVERY CONCEIVABLE SHADE—JUDGED FROM OUR PAST SUCCESS WITH THIS LINE OF FINEST SILK WEAVINGS, THEY NEED NO INTRODUCTION. THE GOODS ARE 24 INCHES WIDE, WORTH \$1, WHICH WE SHALL SELL FOR... **79c.**
- AN EXTRAORDINARY OFFERING IN PEAU DE GUYNE COMES IN WHITE, CREAM, BLACK, PINK, OLD ROSE, TURQUOISE, HELLIO, TAN, GRAY, CARDINAL AND NAVY—THEY ARE 24 INCHES WIDE, WORTH \$1.50, SELLING FOR... **75c.**
- 25 PIECES OF FINE ALL-SILK COLORED TAFFETAS, EMBRACING EVERY COLORING, WITH TIE, IVORY AND CREAM TO BACK THEM UP—THEY ARE 18 INCHES WIDE AND WORTH PER YARD—SELLING AT... **49c.**

Dress-Nets and Veilings!

HERE ON OUR SHELVES AND COUNTERS YOU WILL FIND THE MOST MAGNIFICENT ASSORTMENT OF NETS AND VEILINGS. EVERYTHING YOU COULD POSSIBLY ASK FOR IS HERE. EVERY YARD IS RELIABLE AND FASHIONABLE. AS TO PRICES, THEY ARE RIGHT, AS OUR PRICES ALWAYS ARE. THEY COULD SAFELY BE LOWER.

- WE ARE OFFERING A LINE OF 45-INCH FINE MESH BLACK DRESS-NETS, ASSORTED PATTERNS, WHICH ARE KNOWN AS THE 50c. QUALITY—FOR THIS OCCASION... **35c.**
- A FINE QUALITY OF HIGH-GRADE FRENCH CHIFFON, IN BLACK, WHITE AND COLORS, FULL LENGTH IN WIDTH, WHICH IS KNOWN AS THE 60c. GRADE—FOR THIS OCCASION... **45c.**
- EVERY COLOR OF FINE EMBROIDERED RING-SPOT CHIFFON VEILINGS, THE NEWEST OF THE SEASON—EVERYWHERE 75c. PER YD.—FOR THIS OCCASION... **50c.**
- ANOTHER ITEM WHICH WE CONSIDER SPECIAL VALUE—FINE FRENCH VEILING, 18 INCHES IN PLAIN, FANCY AND QUIPPED, ALL THE NEWEST IDEAS OF THE SEASON—NONE WORTH LESS THAN 25c. PER YD., FOR THIS OCCASION... **25c.**
- BLACK, WHITE AND COLORS IN CREPE CHIFFON VEILINGS, EXTRA HEAVY QUALITY, FOR THIS OCCASION—YD... **25c.**

Another New and Separate Section is the Department We Have Laid Off for Waists, Tea Gowns, Wrappers and Misses' and Children's Wraps and Dresses.

We are seeking to make this new part a very successful section. The opening in these departments will surely cope with any in our establishment.

100 TAFFETA SILK WAISTS WHICH WE HAVE SELECTED AS A STANDARD BEARER WILL BE OFFERED IN ALL THE LATEST SHADES, SUCH AS ROSE, NAVY, LIGHT BLUE, GREEN, WHITE AND BLACK—YOU WILL FIND THEM NEATLY TUCKED AND HEMSTITCHED—THEY ARE MADE WITH THE NEW BISHOP SLEEVE AND HAVE THE STRAP STOCK COLLARS—THEY ARE THE \$3.00 KIND—FOR... **\$3.98**

A NEW AND EXTENSIVE VARIETY OF FRENCH FLANNEL WAISTS, IN PLAIN AND FANCY EFFECTS—ALBATROSS, HENRIETTA, SERGEIS AND CLOTHES—THEY ARE MADE WITH FURROBERRY AND STITCHED—TWO PATTERNS ARE KNOWN AS GOLF AND NORFOLK WAISTS. AS ANOTHER VERY SPECIAL, WE SHALL SELL 20 DOZEN FINE FRENCH FLANNEL WAISTS, FULL LENGTH, WITH LONG CUFFS, TUCKED SLEEVE, NEW BISHOP SLEEVE AND STOCK COLLAR—IN ROSE, RESEDA, ROYAL RED, NAVY, LIGHT BLUE AND BLACK—\$2.00 QUALITY—FOR... **\$1.69**

MISSIES' AND CHILDREN'S NOBBY BOX COATS, AS WELL AS THREE-QUARTER AND LONG GARMENTS, MADE OF ALL THE MOST DESIRABLE MATERIALS FOR SCHOOL AND DRESS WEAR—SHOWING MANY NEW EFFECTS—SOME ARE MADE WITH VELVET, SOME WITH VELVET, SOME ARE MADE WITH THROUNDER CAPE STITCHED, SOME ARE ENTIRELY MADE OF SILK VELVET—TRIMMED WITH LARGE WHITE AND PINK SILK COLLARS AND FINISHED WITH HANDSOME CREAM LACE, WITH SHIELD FRONTS TO MATCH... **\$4.98**

ANOTHER SPECIAL—CHILDREN'S LONG COATS, MADE OF FINE MELTON CLOTH, WITH SHOULDER CAPE—COLORS, TAN, NAVY AND RED; DOUBLE-BREADED, BOX BACK STYLE—AGES 8 TO 14 YEARS—THE \$7.00 KIND FOR... **\$4.98**

TEA GOWNS AND WRAPPERS—HERE'S WHERE YOU'LL FIND AN ENDLESS VARIETY OF SILK, CASHMERE, FLANNEL, ETC. AND PERGATE GOWNS—SOME ARE PLAIN—OTHERS LACE AND RIBBON TRIMMED—THEY ARE VERY NEW AND BROOM-MADE—STYLES—STYLISH—THEY HAVE A SAMPLER LINE OF TEA GOWNS, MADE OF ALL-WOOL CASHMERE—TRIMMED WITH LACE AND RIBBON—LINED THROUGHOUT—COLORS, ROSE, CADET, RED, NAVY AND BLACK—WORTH \$8.00—FOR... **\$4.98**

SECOND FLOOR, ADJOINING SUIT DEPT.—TAKE EITHER ELEVATOR.

Imported Neck Lingerie.

ON THE OTHER SIDE OF THAT VAST BODY OF WATER OUR FOREIGN BUYERS SCOUTED THE DIFFERENT MARKETS FOR THE NEWEST CONCEPTIONS IN LADIES' NECKWEAR, AND TO OUR DELIGHT, AND NO DOUBT MORE SO TO OUR PATRONS, THEIR SEARCH FOR NOVELTIES HAS BEEN SUCCESSFUL. WE SHOW FOR THE FIRST TIME IN THIS OPENING MANY VERY EXQUISITE THINGS WHICH ARE ENTIRELY EXCLUSIVE WITH US. AMONG THE MANY ARE: FINEST BOAS, STAMPEL, CHIFFON, EVENING WEAR, IN WHITE, BLACK, BLACK AND WHITE, LIGHT BLUE, PINK AND MAIS, ALSO NOVELTY STYLISH, AND BOWS TO MATCH—MOST ANY GOWN—A RICH SHOWING OF IMPORTED AND DOMESTIC LIBERTY SILK BOAS, IN BLACK, WHITE, AND WHITE AND BLACK, IN LENGTHS TO MATCH—IN PRICE FROM 88c. TO... **\$25.00**

THE FILLET LACE JACKETS—WAIST AND COLLAR, THE NEW HEAD AND SHOULDER THROW, IN CREPE DE CHINE AND LACE AND PRATHER EFFECT, ALSO TUCKED YOKES AND COLLARS, ELABORATELY TRIMMED—THEY ARE QUITE NEW AND EFFECTIVE—LONG LACE SCARFS—IN FACT, EVERYTHING WHICH IS WORN THIS COMING SEASON BY WOMEN WHO UNDERSTAND DRESS.

AUTOMOBILES IN A VARIETY OF STYLES, THE NEWEST CREATION IN LACE EFFECT—STOCKS WITH BOWS—TWO-YARD-LONG SILK TIES WITH COLORED BORDERS—EVENING AND MANY OTHER PRETTY FIXINGS. PRICES \$1.98 FROM 25c. TO... **\$1.98**

40 DOZEN FINE QUALITY LACE COLLARS, IN VARIOUS SHAPES AND PATTERNS, IN ROUND AND REVER EFFECTS—SUITABLE FOR COAT COLLARS, ALSO SOME LARGE ENOUGH TO TRIM ENTIRE WAISTS—VALUES UP TO \$2.25—FOR 88c. AND... **75c.**

THIS DEPARTMENT IS IN THE NEW SECTION, 1ST FLOOR.

Our Knit Underwear Department.

A department which demands every woman's attention is the Knit Underwear for themselves, as well as for misses and children.

It's a great big section, where everything in Knit Goods is shown in profusion. You can find the Silk Mesh, the Balbriggan weave, the Woven Cotton ones, the Silk and Wool Mixed kind, the Fleeced quality, as well as the All-wool and Merino. For the opening days we offer:

- A CHOICE LOT OF WOMEN'S FINE SWISS, ALL SILK VESTS, HAND FINISHED, YOKES, NECK AND ARMS, IN WHITE, BLUE, NAVY, LAVENDER AND BLACK—A GARMENT WORTH \$2. SPECIAL AT... **98c.**
- WOMEN'S FINEST EXTERIOR-BEES VESTS, WITH HIGH NECK AND LONG SLEEVES—HAND-FINISHED FRONT—PEARL BUTTONS—IN BOTH NATURAL AND WHITE—FANTS TO MATCH, PER GARMENT... **25c.**
- WOMEN'S FINEST-REBBER VESTS—HIGH NECK, LONG SLEEVES, SILK-FINISHED FRONTS—PEARL BUTTONS, IN PINK, BLUE, NATURAL, WHITE AND BLACK—PANTS TO MATCH, BOTH KNEES AND ARM LENGTHS... **50c.**
- WOMEN'S SWISS-RIBBED WOOL VESTS, SILK RIBBON DRAWING STRINGS ROUND THE NECK, HIGH NECK AND LONG AND SHORT SLEEVES, IN NATURAL, WHITE AND BLACK—ALL SIZES... **75c.**

Our New Art Department.

AN ENCHANTED SPOT, WHERE ART NEEDLE WORK IS DISPLAYED IN ALL ITS SPLENDOR, THE IDEAS WHICH ONE CAN GATHER HERE ARE WORTH ALL THE TROUBLE WHICH ONE MAY ENCOUNTER IN ACCOMPLISHING RESULTS. FOR INSTANCE:

A LINE OF EMBROIDERED PILLOWS, FOR WHICH WE HAVE EXCLUSIVE RIGHTS, ARE CHARMING TO BEHOLD. THEY HAVE STAMPED COVERS, LIKE OUR FINISHED SAMPLES, AND THEY CAN BE READILY AND EASILY COPIED BY OUR CUSTOMERS. SPECIAL ATTENTION IS CALLED TO OUR RICHNESS OF DEVONSHIRE PILLOW—THIS IS AN EXACT COPY OF THE FAMOUS PAINTING FOR WHICH J. F. MORRIS, THE MILLINER, HAS WON THE GOLD MEDAL FOR IT—IT IS SO EASILY COPIED IN NEEDLEWORK THAT IT IS BOUND TO ATTRACT THE ATTENTION OF EVERY ARTIST AND ARTIST AND BACK STAMPED AND TINTED... **59c.**

MOUNT MILLICK EMBROIDERY, FOR CENTERPIECES AND DOLLIES, THESE ARE THE PRESENT RAGE AMONG UP-TO-DATE NEEDLEWORKERS. WE HAVE SEVERAL PIECES AND STAMPED GOODS IN THE FASCINATING ART—RUSSIAN CUT WORK FOR THE NEW SAILOR COLLARS—WE ARE SHOWING IN COMMODITY PIECES WITH MATERIALS, TO FINISH—STAMPED DESIGNS ON RUSSIAN LINEN, EACH... **50c.**

LESSONS IN THE STITCHES FREE. TOPEPPO (COPED) IS THE NEW MATERIAL WE ARE SHOWING FOR HEAVY LACE WORK. IT COMES IN BLACK AND ARABIAN EFFECT, USED FOR BOLERO JACKETS AND COLLARS—SPECIALLY IMPORTED BY US AT 25c. AND... **50c.**

DOWN PILLOWS, 24-INCH SIZE, COVERED WITH BEAUTIFUL FIGURED SATIN—REGULAR PILLOW DE-SIGNS—BOTH FLORAL AND CONVENTIONAL—WORTH \$4.98, FOR... **\$2.25**

HAND-MADE RUSSIAN SCARFS, 54 INCHES LONG, IN ALL OVER LACE OR LINES—CENTERS—AT A FRACTION... **\$1.75**

RENAISSANCE LACE CENTERS, WHICH ARE WORTH \$1.00 EACH, FOR... **69c.**- EMBROIDERED LACE SCARFS AND SHAMS, TRIMMED WITH RUFFLES, EACH... **49c.**
- SPACITTEL SCARFS AND SHAMS, WITH HEM STITCHED OR SCALLOPED BORDERS, EACH... **25c.**
- JAPANESE CREPE CLOTH—MANTLE LAMBER, QUINS, 2 1/2 YDS. LONG, TRIMMED WITH FINE FURS, FOR... **25c.**

THE NEW QUARTERS FOR THIS DEPARTMENT ARE ON THE SECOND FLOOR, NEXT TO OUR MILLINERY PARLORS.

Toilet Goods and Druggists' Sundries

ARE TWO LINES WHICH ARE SEASONABLE EVERY DAY IN THE YEAR. THEY ARE VERY USEFUL AND ARE JUST AS ESSENTIAL TO HAVE IN YOUR HOMES AS ANY MERCHANDISE WHICH WE SELL. WE HAVE MADE THE PRICES A LITTLE LOWER THAN OUR USUAL QUOTATIONS, BECAUSE THESE OPENING DAYS REQUIRE MORE ATTRACTION.

- PEARS' GLYCERINE SOAP, THE STANDARD BEARER OF TOILET SOAPS, 3 CAKES FOR... **25c.**
- RENAISSANCE ANTISEPTIC SOAP, 4 CAKES FOR... **25c.**
- CARMEL CASTLE SOAP, THE GENUINE ARTICLE, 3 CAKES FOR... **25c.**
- KANN'S WITCH HAZEL TOILET SOAP, 3 CAKES FOR... **10c.**
- HOOD'S MEDICATED TOILET SOAP, PER CAKE... **25c.**
- PERRY TOILET SOAP, PER CAKE... **25c.**
- PROPHYLACTIC TOOTH BRUSHES FOR... **25c.**
- LISTERINE, THE GREATEST ANTISEPTIC ON THE MARKET, PER BOTTLE... **50c. AND 10c.**
- ROGER & GALLETT'S VERA VIOLET TOILET WATER, 51c.
- HUDNUT'S TOILET WATER, LARGE BOTTLE... **75c.**
- OUTCOURA RESOLVENT FOR... **35c.**
- LAMBERT'S GLYCERINE JELLY OF VIOLET... **10c.**
- FRENCH TOOTH BRUSHES, GENUINE BRISTLE... **5c.**
- LE GRAND'S PARMA VIOLET EXTRACT, PER BOTTLE... **50c.**
- HOUBIGANT'S VIOLET IDEAL EXTRACT, PER BOT... **1.00**
- FOUNTAIN STRINGERS, 2-QUART SIZE, 3 HARD RUBBER PIPES... **35c.**

THIS DEPARTMENT IS LOCATED FIRST FLOOR, MAIN ENTRANCE, FORMERLY OCCUPIED BY THE JEWELRY DEPT.

Our Glove Department.

YOU WILL RECEIVE DAILY STORE NEWS FROM NOW ON FROM THIS DEPARTMENT. THE PICKINGS FOR OUR OPENING SOUVENIRS ARE THE BEST WE COULD REACH FOR THE OCCASION, AND WILL NO DOUBT PROVE WORTHY OF YOUR GATHERING.

WOMEN'S KID GLOVES—THERE SEEMS TO BE A LITTLE OF EVERY KIND IN THIS LOT—REAL KID, LAMB-SKIN, DRIVING GLOVES AND CHAMOIS—1, 2 AND 3-CLASP—REGULAR VALUES FROM 75c. TO \$1.50 PER PAIR. WE ARE GOING TO SELL THESE AT... **49c.**

ANOTHER SPECIAL LOT OF WOMEN'S REAL KID GLOVES—ALL PERFECT GOODS, ONE OF THE BEST FRENCH MAKES, IN BLACK, WHITE AND COLORS—REGULAR \$1.50 SORT, PER PAIR... **\$1.00**

WOMEN'S REAL, MOCHA GLOVES, IN GRAYS AND BROWNS, MADE WITH TWO CLASPS, PER PAIR... **\$1.00**

WOMEN'S HEAVY DOGSKIN OR DRIVING GLOVES, IN REUS AND TANS—ALSO MADE WITH TWO CLASPS, FOR... **\$1.00**

WOMEN'S WASHABLE REAL KID GLOVES, THE KIND THAT WASH—NO NECESSITY OF SENDING THEM TO THE CLEANER'S—IN BLACK, WHITE AND COLORS, PER PAIR... **\$2.00**

WOMEN'S HEAVY WHITE WALKING GLOVES, MADE WITH ONE LARGE PEARL BUTTON—VERY STYLISH, AT... **\$1.50**

CHILDREN'S TWO-CLASP GLOVE KID GLOVES, WHITE, RED, BROWN AND SO ON, AT PER PAIR... **75c.**

FIRST FLOOR, NEW SECTION.

UNDERMUSLINS.

SHOW US A BETTER DISPLAYED STOCK OF UNDERMUSLINS OR A MORE SPACIOUS FLOOR THAN WE HAVE, AND WE'LL ADMIT THAT OUR CLAIM IS UNFOUNDED. HERE ARE SOME SPECIALS WHICH MAY AND MAY NEVER BE OFFERED AGAIN:

WOMEN'S GOWNS, MADE OF MASONVILLE MUSLIN, KNOWN AS THE CELEBRATED "GIRL-GIRL" HUBBARD STYLE YOKES, 20 TUCKS, FINISHED WITH FEATH-ERED BORDERS, WITH RUFFLE ROUND NECK AND SLEEVES. AS GOOD AS SOME AT \$1.00—SPECIAL... **49c.**

WOMEN'S RUFFLE EIDERDOWN DRESSING SACKOES, MADE WITH FINEST SEAMS, LAY-DOWN COLLARS, CROCHETED EDGE AROUND SLEEVE, COLLAR AND BOTTOM—FINISHED AT NECK WITH RIBBON, AT THE SPECIAL PRICE OF... **69c.**

WOMEN'S PLAIN BLACK MERCERIZED SATEN PETTICOATS, ALSO BLACK AND WHITE STRIPES, AS MANY AS TEN DIFFERENT STYLES WITH EMBROIDERED RUFFLE, CORDED KNIFE PLEATING, HEMSTITCHING, ACCORDION, PLEATED AND SMALL RUFFLES—YOUR CHOICE OF ANY OF 79c. THEM AT... **79c.**

INFANT'S REDFORD CORD LONG COATS, IN A VARIETY OF STYLES—RIBBON, BRAID AND EMBROIDERY—TRIMMED—ALSO SPECIAL AT... **\$3.98**

THE LATEST THING IN CHILDREN'S COLORED REDFORD CORD COATS—LIGHT BLUE, PINK AND TAN—MADE WITH CIRCULAR SKIRT, BOX-PLEAT BACK—LARGE POINTED COLLAR, WITH EXTRA SMALL TURN-DOWN COLLAR—DRAUGHTY TRIMMED WITH WHITE SILK BRAID AND RIBBON... **\$3.98**

SECOND FLOOR, WHICH FORMERLY WAS OCCUPIED BY THE SUIT DEPARTMENT, IS WHERE THESE GOODS ARE SOLD.

We Announce for This Occasion

THE SALE OF GENUINE GOLD JEWELRY, WHICH WE PURCHASED SPECIALLY FOR THIS GRAND OPENING. THE FIRST ON THE LIST IS A LINE OF SOLID GOLD RINGS, WITH DIAMOND SETTINGS, WHICH YOU WILL FIND FIRST QUALITY IN EVERY DETAIL.

- SOLID GOLD RINGS, WITH GENUINE DIAMOND SETTING, BELCHER AND TIFFANY SETS... **\$2.98**
- SOLID GOLD RINGS, WITH LARGER GENUINE DIAMONDS, WHICH ARE WORTH \$10.00 TO \$15.00, WILL BE SOLD FOR \$6.50, \$7.50 AND... **\$6.50**
- 10-KARAT SOLID GOLD LINK BRACELETS, WORTH \$5.00—SPECIAL AT... **\$2.98**
- 10-KARAT GOLD NECKLACES, ASSORTED PATTERNS, WORTH \$4.50—SPECIAL AT... **\$1.98**
- 10-KARAT GOLD CHATELAIN PINS, WORTH \$5.00—SPECIAL AT... **\$2.98**
- 10-KARAT GOLD CUFF PINS, WHICH ARE WORTH \$3.50—SPECIAL AT... **\$1.98**
- 10-KARAT GOLD CUFF LINKS, DOZEN STYLES FROM WHICH TO SELECT—SPECIAL AT... **\$1.69**
- 10-KARAT GOLD COLLAR BUTTONS—2 SIZES—SPECIAL, 80c. AND... **69c.**
- 10-KARAT GOLD HEARTS—2 SIZES—9c. AND... **75c.**
- 8-KARAT CHILDREN'S RINGS, ASSORTED COLORED STONES—SPECIAL... **48c.**
- SOLID GOLD FRONT CUFF LINKS, GUARANTEED BY THE MANUFACTURER, PER PAIR... **98c.**

THIS DEPARTMENT IS PERMANENTLY LOCATED CENTER OF THE NEW SECTION.

The Year of Sales in Small Wares

AND DRESSMAKERS' FINDINGS SPRINGS FORTH IN SPLENDID ARRAY IN CONNECTION WITH THIS, THE GRANDTEST OF ALL OPENINGS. THE QUALITIES ARE OF THE HIGHEST STANDARD, THE VARIETIES OF THE GREATEST KIND AND THE PRICES BOWED LOW WITH SMALLNESS.

Sewing Threads and Silks.

BASTING COTTON, 500-YARD SPOOLS, 3 FOR 10c. GROVER SEWING COTTON, 200 YARDS, 3 FOR 5c. SPRINGFIELD SEWING SILK, 3 FOR 5c. BARRETT'S LANKEN THREAD, PER SPOOL, 7c. GLANT AND SUTY, LUTY'S CARPET THREAD, 7c. PER SPOOL, 4c. CROWLEY'S 500-YARD SPOOL COTTON, BLACK ONLY, 8c. MACHINE SILK TWIST, FULL OUNCE SPOOL... **39c.**

Dress Shields.

LIGHT WEIGHT—SIZE 2 PER PAIR, 7c. SIZE 3, 8c. SIZE 4, 9c. PAPA RUBBER SHIELDS—NO. 2 PER PAIR, 8c. NO. 3 PER PAIR, 9c. NO. 4, PER PAIR, 10c. STOCKINGETTE SHIELDS, 50c. PAIRS, PER PAIR, 10c. FEATHERWEIGHT DRESS SHIELDS, NO. 2, PER DOZEN, \$1.50; NO. 3, PER DOZEN, \$1.80; NO. 4, PER DOZEN... **\$2.04**

Hooks and Eyes, Needles and Pins.

BEST WIRE-DRAWN STEEL HOOKS AND EYES, 2 DOZEN FOR 1c. OSCAR DE LONG HOOKS AND EYES, 4 CARDS FOR 25c. EXTRA HOOKS AND EYES, 2 DOZEN FOR 5c. DRESS-MAKERS' PINS, 6 PAPERS FOR 5c. ENGLISH PINS, 3 PAPERS FOR 5c. SMITH'S ENGLISH NEEDLES, 3 PAPERS FOR 10c. MACHINE NEEDLES, 3 PAPERS FOR... **10c.**

Dress Binding.

BEVERLEY 5-YARD VELVETEEN BINDING, PER PIECE, 9c. LIBERTY BRUSH BINDING, PER YARD, 2c. SENSIBLE VELVET BINDING, 5-YARD PIECES, 3c. CURVED AND VELVETEEN BINDING, 5-YARD PIECES, 10c. HAYES WATER-PROOF BINDING, PER YARD, 6c. MOHAIR SKIRT BINDING, 6-YARD PIECES, 8c. SILK TAFFETA BINDING, PER PIECE, 7c. SILK PRUSSIA BINDING, PER PIECE... **12c.**

Beltings and Casings.

SILK DOUBLE SERGE BELTING, 10-YARD PIECES, 65c. GLACE DRESS BELTING, FULL 10-YARD PIECES, 12c. SUPERIOR BONE CASING, SILK STITCHED, PER PIECE, 8c. BONE BONES, PER DOZEN, 8c. PAN-AMERICAN DOUBLE PIN CUBES, PER CUBE, 8c. SMALL SIZE PIN CUBES, 5c. 10-YARD PIECES... **95c.**

Dress Steels, Bones, Etc.

SATENE DRESS STAYS, SILK STITCHED, PER DOZEN, 8c. REAL WHOLEBONES, PER DOZEN, 25c. P. P. P. SUPERIOR DRESS BONES, PER DOZEN, 8c. PAN-AMERICAN DOUBLE PIN CUBES, PER CUBE, 8c. SMALL SIZE PIN CUBES, 5c. MACHINE OIL, 3 BOTTLES FOR... **5c.**

6 of the Greatest Bargain Leaders Ever Seen in Print.

- BRUSH SKIRT BINDING, REGULAR 7c. QUALITY, PER YARD... **3c.**
- VELVETEEN AND BRUSH COMBINATION BINDING, 8c. QUALITY, PER YARD... **5c.**
- SILKOLINE CROCHET COTTON, 3 SPOOLS FOR... **10c.**
- JOHN J. CLARK'S 200-YARD SPOOL COTTON, PER SPOOL... **2c.**
- KIMSEY & KIMSEY LONG WAIST FORMERS FOR... **10c.**
- LARGE SPOOLS OF BASTING COTTON, 6 SPOOLS FOR... **5c.**

WE ARE SOLE AGENTS FOR

C. M. C. Hose Supporters.

FASTEN TO CORSET OR WAIST WITHOUT SAFETY PINS. BUTTONS OR SEWING—LADIES' SIZE, 20c.; MISSES' SIZE, 18c.; CHILDREN'S SIZE... **16c.**

FROM THE LARGEST NOTION DEPARTMENT TO BE FOUND ANYWHERE—FIRST FLOOR, OLD QUARTERS.

LININGS

ARE NO OPENING NOVELTIES, BUT THEY PLAY QUITE AN IMPORTANT PART IN THE CONSTRUCTION OF A GARMENT. THEREFORE, IT'S IMPOSSIBLE TO SLIGHT THIS DEPARTMENT, AND IN ORDER TO MAKE IT JUST AS INTERESTING AS THE SCORE OF OTHERS ON THIS PAGE, WE SHALL OFFER A LIST OF SOUVENIR PRICES ANYWAY.

- 1 SPECIAL LOT OF FINE MERCERIZED SATENS, IN BLACK, GRAY, BROWN, ROYAL, GARNET, GREEN AND PURPLE, WHICH WE SHALL OFFER AT THE SPECIAL PRICE OF, PER YARD... **12 1/2c.**
- 25 PIECES OF FINE QUALITY FAST BLACK 36-INCH MOIRE-FINISH PERCALINE, JUST AS GOOD AS ANY QUALITY SELLING AT 12 1/2c. PER YARD, FOR... **6 3/4c.**
- 15 PIECES OF BLACK-BACK FIGURED WAIST LINING, WHICH STANDS ON THE SAME FOOTING AS THE QUALITY SOLD ELSEWHERE AT 12 1/2c. PER YARD, FOR... **9 1/2c.**
- ANOTHER SPECIAL LINE OF SILK-FINISHED PERCALINE, IN FAST BLACK AND EVERY NEW SHADE, ITS OUR 18c. SPECIAL, FOR... **14c.**
- 22-INCH GENUINE IMPORTED FRENCH SHIRK HAIRCLOTH, THE BEST, FOR, PER YARD... **26c.**
- A GOOD QUALITY ALL-LINEN CANVASS, BUT ONLY IN BLACK. FOR A DAY OR TWO AT, PER YD... **9 3/4c.**
- OUR 18c. QUALITY OF FINE SHADOW SILK 12 1/2c. LINING, IN ALL COLORS, FOR... **12 1/2c.**
- A COMPLETE RANGE OF COLORS AND BLACK IN NEW SILK-FINISHED MOIRE, FOR FALL UNDERSKIRTS, 39c.

THIS DEPARTMENT IS NOW LOCATED IN SECTION C, SPACE FORMERLY OCCUPIED BY THE BUREAU OF INFORMATION.

LEATHER GOODS.

THE SHOWING WHICH WE MAKE, AND THE STOCK WE DISPLAY SURELY ENTITLES US TO FIRST HONORS. THERE ISN'T ANYTHING IN THE WAY OF A PURSE, BOOK OR BAG WHICH IS NEW BUT WHAT CAN BE FOUND IN THIS DEPARTMENT.

REAL ALLIGATOR AND REAL SEAL CHATELAIN BAGS, CHAMOIS LEATHER LINED, MADE WITH PATENT ATTACHMENT, FOR... **98c.**

FLORADORA WIDE PLATED BELTS, ONE OF THE NEWEST ACQUISITIONS TO THIS LINE, AT \$1.48, 80c. 75c. AND... **48c.**

IMPORTED WAIST BAGS, A VERY CHARMING LINE OF BEAUTIFUL NEW CONCEPTS, WHICH WE HAVE, AT 98c. \$1.39, \$1.25 AND... **98c.**

STEEL BEADED BAGS, IN QUITS A VARIETY OF UNIQUE PATTERNS, AT \$1.08, \$2.08 AND... **\$1.98**

IMPORTED CARD CASES AND COMBINATION BOOKS, WHICH END AT \$10.00 AND START AT... **\$1.48**

OF COURSE, THE LINE OF MINOR AND CHEAPER GOODS YOU CAN BUY FROM THE VERY LOWEST PRICE WHICH CAN POSSIBLY BE QUOTED, UP TO THE FINEST GOODS MENTIONED IN THE LIST.

THIS DEPARTMENT IS ALSO LOCATED MAIN FLOOR, NEW CENTER, ADJOINING JEWELRY DEPT.

HOSIERY.

EVERY NEW NOVELTY KNOWN TO THE HOSIERY WORLD IS HERE IN STOCK. WE HAVE BEEN MAKING PREPARATIONS FOR MONTHS PAST, PLACING OUR IMPORT ORDERS FOR EXCLUSIVE THINGS WHICH OTHERS CANNOT SHOW. AMONG THE LINES YOU WILL FIND GOTT VON PLEEDER WOOLLEN AND MERINO, IN ALL GRADES, AS WELL AS MACO COTTONS, LIME THREADS AND SILKS OF EVERY QUALITY. SPECIAL OFFERING DURING THESE OPENING DAYS CONSIST OF—

- WOMEN'S FINE LIME THREAD HOSE, IN ALL THE LATEST STYLES, WITH EXTRACTED PATTERNS, WHICH WE SHALL SELL 3 PER PAIR, 1 PR... **35c.**
- WOMEN'S INOGRAM LIME THREAD HOSE, HEMSTITCHED BLACK IN BOTH SUEDE AND REINFORCED HILLS—AS WELL AS PLAIN—PER PAIR... **35c.**
- WOMEN'S FULL REGULAR-MADE IMPORTED COTTON HILLS—HILLS—BLACK REINFORCED AND REINFORCED HILLS—AND TOES—THESE WE ARE OFFERING AT, PER PR... **25c.**
- WOMEN'S HERMSDORF BLACK COTTON HOSE, WITH WHITE PLEAT AND WITH WHITE SPLIT SOLES... **25c.**
- WOMEN'S BLEECED COTTON HOSE—FULL REGULAR MADE—THREE PRICES—80c., 5c. AND... **25c.**

FIRST FLOOR, NEW SECTION.